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RADIO / 100

Fall 1990 Arbitron survey: urban strong in L.A., New York

NATPE 91 IN NEW ORLEANS / 62

Warner's Dick Robertson looks at a changing business; stations look for something different; record number of exhibitors look for openings in tight schedules

CABLE/ 106

Court channel merger: The beginning of a long alliance?

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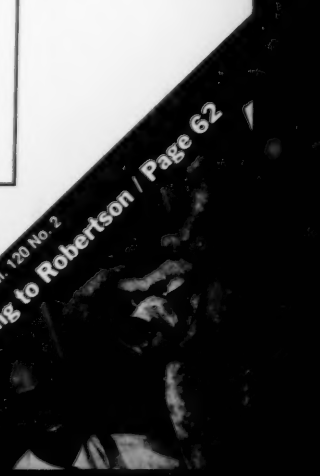

THIS WEEK

51 / READY FOR THE WORST

The major television and radio networks are in the Middle East, collectively spending more than $4 million a week on Gulf coverage with 300-350 reporters and technicians on site. But broadcasters worry that strict Pentagon rules governing pool coverage of combat will impair the quality of that coverage, already facing the logistical obstacles of heat and sand and the dangers of war.

56 / BUNDY BUNDLE

Columbia Pictures Television has sold *Married...with Children* in prime access, giving first-run programers one more obstacle to clearing new shows in the daypart.

56 / IN THE HEAT OF THE LATE NIGHT

Howard Stern, the controversial "shock jock," is entering the late night television ring. His show is seen by some as the most controversial program to enter syndication since the *Morton Downey Jr. Show*.

NATPE gets under way in New Orleans (left) (page 72); At Large with Dick Robertson (below) (page 62)

57 / ALMOST THE IDES OF MARCH

With the FCC set to act on reform of its financial interest and syndication rules at its March 14 open meeting, work at the agency toward finding a consensus on the controversial rules has been accelerating.

55 / ABC PRESS TOUR

Bob Iger, ABC Entertainment president, predicted that the networks will produce fewer pilots and become more conservative in their approaches to pulling shows from their respective schedules as a result of the declining economics of the network marketplace. His remarks came before national TV critics attending the Television Critics Association press tour in Marina del Rey, Calif.

62 / VIEW FROM THE TOP

Warner Bros.'s Dick Robertson gives readers an insider's perspective on changes in television syndication and where the business is headed in 1991 and beyond.

72 / THE NEXT HIT

On the eve of the NATPE convention in New Orleans this week, industry executives are bracing for what—by most accounts—will be a shaky year fiscally. With lackluster ratings for last fall's debut shows and an increasingly fragmented audience, stations clearly are looking for something innovative.

74 / PRODUCTION OPPORTUNITY

Dissatisfaction among the networks' affiliated stations over declining ratings and ad revenue in daytime and late fringe dayparts is testing the networks' ability to maintain clearances of their programing. Preemptions have led in

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Preparing for war in the Middle East: the worst-case scenerio (page 51).

some cases to network concessions, and in others, to cuts in affiliate compensation.

76 / NAME OF THE GAME

This season's game show development is, according to some industry observers, the weakest in the history of syndication, largely a result of the poor performance of all the new entries that debuted this season.

80 / CRITICAL MEETING

In his first turn before the Television Critics Association press tour as NBC Entertainment president, Warren Littlefield called this season a "rebuilding phase" for the network. He also said that *WKRP in Cincinnati* creator, Hugh Wilson, is working on a half-hour project to star former *Fame* star Debbie Allen, and Ridley Scott, director of "Alien," "Blade Runner" and "Black Rain," is developing a one-hour drama series.

80 / FOX CANCELLATION

Fox is replacing *Good Grief* and *American Chronicles* with a spin-off from *Married...with Children* and an expanded version of *Cops*.

84 / NATPE PREVIEW

A record number of exhibitors will attend this year's NATPE International Program conference, despite a dramatic decline in the number of first-run offerings. Among those bringing their programs and services to the show are 90 international firms, up dramatically from last year's non-U.S. exhibitor count. A convention agenda and updated list of exhibitors begins on page 86.

100 / FALL SURVEY

The fall 1990 Arbitron survey results, released last week for the top 10 markets, show AM news and/or talk formats leading in five of those 10.

102 / RADIO ESPIONAGE

At some aggressive radio stations, winning isn't everything—it's the only thing. And the lengths to which some stations go to make sure they top the competition are redefining the boundaries of sportsmanship and ethics in the radio business.

106 / THE BEGINNING OF A BEAUTIFUL FRIENDSHIP?

With the merger of their cable court channels successfully agreed upon, NBC and Cablevision's new alliance with Time Warner may serve as the building block for future co-ventures.

112 / BROKERS STUNG BY SLUGGISH STATION TRADING

The soft station trading market claimed two casualties in 1990: brokers Chapman Associates and Americom Radio Brokers both went under. Other brokers also are being impacted by the market and some are closing down branch offices, relocating or laying off employes. Most firms are re-evaluating the business to decide what is the best way not only to stay afloat, but to move ahead.

115 / SELTEL EXPANDS

Rep firm Seltel Inc. told BROADCASTING that it has named Bruce Nugent as chief financial officer and is adding a new sales team to represent 12 or 13 of Seltel's independent stations.

117 / NAB IN NAPLES

The National Association of Broadcasters board members are meeting in Naples, Fla., this month to plan the association's legislative and regulatory strategy for the year. They are to decide where NAB is headed in its dealings with the cable and telephone industries, and for radio, what the potential is for digital audio broadcasting.

118 / HOT KITCHEN

USIA Director Bruce Gelb braved a meeting with hostile VOA staff—including Director Richard Carlson—last Monday to defend the restructuring of the agency as the best way to preserve funds for continued broadcast services. His audience, responding sometimes derisively to Gelb, said control of the budget and personnel means control of the VOA newsroom is next.

122 / NEXT STEP: FIELD TESTS

Richard Wiley, chairman of the FCC's advisory committee on advanced television services, told HDTV terrestrial system proponents that the financial burden for field testing of their systems will fall on them. Wiley suggested that all-digital proponents pool their resources to build a joint digital HDTV transmitter.

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produced by Columbia Pictures Television. In evaluating the network's prime time performance to date, Chernin noted there were plusses and minuses for the moves which he made, calling the strategy overall "one of the riskiest in network television history." Evidence of Fox's daring he said was its decision to drop some veteran series (*Alien Nation*, *21 Jump Street*), to break up their successful Sunday night by moving *The Simpsons* to Thursday night, and to open up two new nights of programing.

While refusing to characterize Fox's expansion as biting off more than they could chew, Chernin admitted that "some might even characterize as foolhardy risks" moves Fox made to expand their lineup by two nights. Chernin also acknowledged that Fox "cleaned out the shelves by putting everything on the air we had" to fill the schedule. However, he said "our key priority--at that point, and still remains--has always been to grow this network. And we felt that what we needed to do was establish the strength of this network across more nights of the week. To really begin to establish the profile and build on it.

Despite the scarcity of product following the fall launch, Chernin announced a new slate of projects that have now been readied for spring and beyond. *The Last Hurrah* is a docu-drama which follows seniors at a Chicago high school as they go through their final year of school; *Comic Strip Live* is a primetime version of the current Saturday late night show on Fox's schedule; *Fantasy Park* is an interactive show using a 900 phone number which allows viewers to call in to win "large, outrageous" prizes such as a million-dollar "six-pack" of classic cars; *Blood Ties*, by Ester and Richard Shapiro, is about a modern-day community of vampires; the last is *Urban Anxiety*, an off-beat look at the intertwined lives of a group of people living in a New York City apartment building. Chernin said *The Last Hurrah* and *Top of the Heap* will make it onto the network's schedule in either February or March.

As for the Monday *Fox Night at the Movies* which the network has had trouble scheduling, Chernin said "we're beginning to get up to speed. We expect that we will be on three times a month by next month and hopefully we'll have the fourth week by the end of the year."

Chernin also announced that Fox will begin negotiations with Columbia Pictures Television in the next two weeks to renew *Married...With Children*, which he called "the cornerstone show of the network." -BK

RATINGS ROUNDUP

Week 16 — **Jan. 7, 1990–Jan. 13**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	24.4/37	N	Cheers
2	▼	23.7/36	C	60 Minutes
3		20.1/30	N	Blossom Preview
4		20.0/30	N	The Cosby Show
5	▲	19.6/29	N	Rescue: 911
6	▲	19.0/27	C	Murder, She Wrote
7	▲	18.5/30	N	Golden Girls
8		18.3/30	N	Orange Bowl Game
9		18.1/26	A	Amer. Funniest Videos
9	▲	18.1/29	N	Empty Nest
9	■	18.1/29	N	Wings
12		17.8/26	A	Amer. Funniest People
13	▼	17.1/26	N	Unsolved Mysteries
14	▲	16.9/26	C	Movie: Her Wicked Ways
15	▼	16.4/26	A	Family Matters
16	▼	16.3/27	A	Full House
17	▲	16.0/25	C	Movie:Bump/The Night
18	▲	15.8/27	N	L.A. Law
19	▲	15.0/26	N	Carol & Company
20	▲	14.6/22	A	Doogie Howser, M.D.
21	▼	14.5/22	A	Movie: Dillinger
22		14.1/24	C	Knots Landing
23	▼	14.0/21	N	Movie: Ruthless Reporter
24		13.9/27	A	Monday Night Football
25	▼	13.7/21	A	Growing Pains
26	▼	13.6/21	C	Jake And The Fatman
27		13.4/21	N	Story Behind The Story
28	▼	13.2/21	A	Wonder Years
29	▼	13.1/23	N	Dear John
29	▼	13.1/22	A	Perfect Strangers
31		12.8/21	N	Night Court Spec.
32	▲	12.7/18	F	Married...With Children
32	▼	12.7/23	A	20/20
34	▼	12.4/22	N	Hunter
35	■	12.3/20	C	Guns Of Paradise
35	▼	12.3/19	A	Married People
37		12.2/20	N	Night Court
37		12.2/19	N	Orange Bowl Pre Game
39	▲	11.8/23	C	Murphy Brown
40	■	11.5/19	C	Dallas
41	▲	11.3/23	C	Designing Women
41	▼	11.3/17	F	The Simpsons
43	■	11.1/20	C	Sons & Daughters
44		11.0/17	A	Father Dowling
45		10.8/18	A	Movie Sp:Ghostbusters
46	▼	10.7/18	N	Fanelli Boys
46	▼	10.7/17	C	48 Hours
48	▼	10.6/18	N	Amen
48	▼	10.6/18	A	Going Places
50	▼	10.5/18	C	WIOU
50	▲	10.5/18	A	Young Riders
52	▼	10.4/15	F	In Living Color
53	▲	10.2/20	C	Major Dad
54	▲	9.8/19	C	Evening Shade
55	▲	9.7/15	A	Life Goes On
56	■	9.6/14	N	Expose
57		9.5/15	N	Super Bloopers & Jokes
58	▼	9.4/16	A	Primetime Live
59	▼	9.2/14	C	Movie: Gunsmoke
60		8.7/15	A	Brotherhood
60		8.7/16	N	Midnight Caller
62	▼	8.4/12	F	Get A Life
63		8.3/13	C	Doctor, Doctor
63		8.3/13	C	Flash
63		8.3/13	N	Quantum Leap
63	▼	8.3/18	C	Trials Of Rosie O'Neill
67		8.2/12	C	Top Cops
68		7.8/12	A	Gabriel's Fire
69		7.4/14	N	Orange Bowl Parade
70	■	7.3/11	N	Real Life w J. Pauley
71	▼	7.2/11	F	Good Grief
72	▲	6.8/11	C	Lenny
73	▲	6.7/11	F	Totally Hidden Video
73	▼	6.7/11	C	You Take The Kids
75		6.6/11	F	America's Most Wanted
75	▼	6.6/14	N	Movie: Eight Is Enough
77	▼	6.5/10	F	Babes
78		6.2/10	F	Cops 2
79		5.8/9	F	Cops
80	▼	5.2/8	F	Comic Strip Live
81	▲	5.1/8	F	Beverly Hills, 90210
81	▼	5.1/8	F	Parker Lewis
83	▲	5.0/8	F	Haywire
84		4.9/8	A	Sugar Bowl
85	▼	4.8/8	F	True Colors
86	▼	3.2/5	F	Against The Law

RADIO

FALL ARBITRONS TRACK TOP-10 MOVEMENTS

The fall 1990 Arbitron survey was released last week for the top 10 stations in the top 10 markets. The results of the study of the listening of adults 12-plus, Monday-Sunday, 6 a.m. to midnight, include:

■ *New York:* Top-ranked urban WRKS(FM) continued to dominate with a 5.6 rating, just ahead of soft AC-formatted WLTW(FM), which remained steady at 5.1. Oldies-formatted WCBS-FM slipped one-tenth of a rating point but retained its number-three position with a 5.0.

■ *Los Angeles:* Soft AC outlet KOST(FM) retained the number-one spot, but lost a full point as it fell to a 5.5. CHR-formatted KIIS-AM-FM improved slightly to a 5.1, and AOR KLOS(FM) moved up to a 4.6 and third place. Emmis CHR KPWR(FM) also improved—up to a 4.5—while Capcities/ABC talk KABC(AM) declined slightly to a 4.3. Evergreen's urban KKBT(FM) made its top-10 debut with a 3.5.

■ *Chicago:* Tribune's WGN(AM) outpaced the market by gaining over a full point, to a 9.3, and pulling more than two points ahead of the second-ranked urban WGCI-FM with a 7.2. CHR WBBM-FM continued to add to its 12-plus numbers, gaining a full rating point to 6.2, and urban WVAZ(FM) gained slightly, up to a 4.5.

■ *San Francisco:* News/talk KGO(AM) continued to regain ground from its spring loss with an increase of 1.3 to an 8.3, three points ahead of nostalgia KFRC(AM), in second place with a 5.3. CHR KMEL(FM) and all-news KCBS(AM) each dipped one-tenth of a rating point to a 5.2 and a 4.7, respectively.

■ *Philadelphia:* Group W continues to dominate the city of brotherly love, with the number-one and two spots going to its all-news KYW(AM), with an 8.8, and AOR WMMR(FM), with a 7.6. Urban WUSL(FM) remained steady at third with a 6.7, and AC WEAZ-FM came in fourth with a 5.8.

■ *Detroit:* WJR(AM) dropped more than a full point but retained the top slot with a 7.8. Urban WJLB(FM) dipped slightly to a 7.2, while all-news WWJ(AM) rallied by 0.9 to a 6.0 and third place.

■ *Washington:* Urban WKYS(FM) dropped almost two full points to the number-four spot with a 4.8, and easy listening WGAY(FM) gained almost one point to move into second place.

■ *Dallas-Fort Worth:* Country KSCS(FM) advanced 1.7 to a 10.0 and the number-one slot. AC KVIL-AM-FM bounded back to second from a summer drop (from 6.9 to an 8.5).

■ *Boston:* talk WRKO(AM) continued to lead the market with a gain to 7.9. Second place went to WZOU(FM) with a 7.2, while oldies WODS(FM) gained a full point to a 5.8 and third place. AC WBZ(AM) gained slightly to a 5.3 and album rocker WBCN(FM) took a dip from 5.8 to 5.2.

■ *Houston-Galveston:* Country KIKK-FM moved into the leader's slot with an 8.4; urban KMJQ(FM) slid into second with a 7.9, and country KILT-FM dropped to a 7.5 and third place. Numbers are ©1991 by Arbitron. -AC

Station	*Format*	*Summer '90*	*Fall '90*
1. New York			
WRKS(FM)	Urban	5.5	5.6
WLTW(FM)	Soft AC	5.1	5.1
WCBS-FM	Oldies	5.1	5.0
WPAT-FM	Easy	4.3	4.8
WHTZ(FM)	CHR	4.8	4.7
WINS(AM)	News	4.4	4.4
WQHT(FM)	CHR	4.2	4.1
WBLS(FM)	Urban	3.7	4.0
WOR(AM)	Talk	4.0	3.9
WCBS(AM)	News	3.6	3.6
WNSR(FM)	Soft AC	3.7	3.5
WXRK(FM)	Classic rock	3.3	3.5
2. Los Angeles			
KOST(FM)	Soft AC	6.6	5.5
KIIS-AM-FM	CHR	5.0	5.1
KLOS(FM)	AOR	4.1	4.6

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Station	Format	Summer '90	Fall '90
KPWR(FM)	CHR	4.3	4.5
KABC(AM)	Talk	4.9	4.3
KBIG(FM)	AC	3.5	3.8
KLVE(AM)	Spanish	2.8	3.7
KKBT(FM)	Urban	3.0	3.5
KWKW(AM)	Spanish	3.6	3.3
KNX(AM)	News	2.6	3.2
KROQ-FM	AOR	3.4	3.2
3. Chicago			
WGN(AM)	MOR/talk	8.2	9.3
WGCI-FM	Urban	7.9	7.2
WBBM-FM	CHR	5.2	6.2
WVAZ(FM)	Urban	4.4	4.5
WBBM(AM)	News	4.1	4.4
WLUP-FM	AOR	4.8	4.2
WCKG(FM)	Classic rock	4.8	4.1
WUSN(FM)	Country	2.8	4.0
WJJD(AM)	MOR	3.1	3.7
WLIT-FM	AC	2.6	3.2
4. San Francisco			
KGO(AM)	News/talk	7.0	8.3
KFRC(AM)	Nostalgia	4.9	5.3
KMEL(FM)	CHR	5.3	5.2
KCBS(AM)	News	4.8	4.7
KOIT-AM-FM	Soft AC	3.7	4.5
KIOI(FM)	AC	3.8	3.4
KABL-AM-FM	AC	2.6	3.1
KSA(FM)	Coutry	2.5	3.1
KITS(FM)	New rock	2.9	3.0
5. Philadelphia			
KYW(AM)	News	7.9	8.8
WMMR(FM)	AOR	7.9	7.6
WUSL(FM)	Urban	7.0	6.7
WEAZ-FM	AC	5.5	5.8
WYSP(FM)	Classic rock	6.8	5.8
WPEN(AM)	Nostalgia	5.2	5.5
WMGK(FM)	AC	3.3	5.0
WIOQ(FM)	CHR	5.5	4.8
WWDB(FM)	Talk	3.7	4.8
WOGL-FM	Oldies	5.3	4.7
WXTU(FM)	Country	4.3	4.2
6. Detroit			
WJR(AM)	MOR/news/talk	8.9	7.8
WJLB(FM)	Urban	7.3	7.2
WWJ(AM)	News	5.1	6.0
WHYT(FM)	CHR	5.3	4.9
WWWW(FM)	Country	4.0	4.8
WJOI(FM)	Easy	4.8	4.6
WJZZ(FM)	Jazz	4.1	4.4
WLTI(FM)	AC	3.9	4.3
WNIC(FM)	AC	3.7	4.1
WRIF(FM)	AOR	3.9	3.9
7. Washington			
WPGC-FM	CHR	7.5	8.1
WGAY(FM)	Easy	5.9	6.8
WMZQ-AM-FM	Country	6.5	6.4
WKYS(FM)	Urban	6.6	4.8
WMAL(AM)	News/talk	5.1	4.6
WWDC-FM	AOR	4.3	4.3
WAVA(FM)	CHR	3.6	4.0
WMMJ(FM)	AC	2.5	4.0
WCXR(FM)	Classic rock	4.3	3.7
WASH(FM)	AC	5.1	3.5
WTOP(AM)	News	3.7	3.5
8. Dallas-Fort Worth			
KSCS(FM)	Country	8.3	10.0
KVIL-AM-FM	AC	6.9	8.5
KPLX(FM)	Country	7.2	7.4
KTXQ(FM)	AOR	4.9	5.4
KKDA-FM	Urban	5.8	5.3
KRLD(AM)	News/sports	5.4	4.9
WBAP(AM)	Country	5.8	4.5
KEGL(FM)	CHR	3.4	4.2
KHYI(FM)	CHR	4.9	4.0
9. Boston			
WRKO(AM)	Talk	7.0	7.9
WZOU(FM)	CHR	6.9	7.2
WODS(FM)	Oldies	4.8	5.8
WXKS-FM	CHR	7.0	5.7
WBZ(AM)	AC	5.1	5.3
WBCN(FM)	AOR	5.8	5.2
WMJX(FM)	AC	5.2	4.9
WSSH-FM	Easy	4.1	4.1
WEEI(AM)	News	3.8	4.0
WHDH(AM)	Talk	3.7	4.0
10. Houston-Galveston			
KIKK-FM	Country	7.5	8.4
KMJQ(FM)	Urban	7.2	7.9
KILT-FM	Country	8.6	7.5
KHMX(FM)	Mix	3.8	6.6
KLOL(FM)	AOR	6.2	5.9
KTRH(AM)	News	5.9	5.2
KLDE(FM)	Oldies	3.3	5.0
KODA(FM)	Soft AC	4.0	4.4
KKBQ-AM-FM	CHR	4.7	4.2

RADIO EXECUTIVES EXAMINE 'UNCONVENTIONAL' TACTICS

Programers disagree over degree to which aggressive strategies should be employed in ongoing station wars

The wall is down and the spies have come in from the cold. But in a number of major radio markets, the battle for radio listeners rages on. In fact, in markets where competition is most fierce, the intelligence community could take a lesson or two.

Just ask the programer who is locked in a tight CHR battle, said one radio programer who suggested that dirty tricks, while not widespread, are alive and kicking. From on-air name-calling to letting the air out of the tires of the competition's van, to rummaging through another station's trash for confidential memos, some aggressive stations go to great lengths to emerge victorious in the ratings race. In fact, programers who have survived such battles claim that, in many cases, winning the war sometimes is only an end to justify the means.

"It's just as important to destroy the morale at a powerful, arrogant station as it is to come out on top," said Jeff Wyatt, program director at KPWR(FM) Los Angeles, and regional vice president, programing, at Emmis Broadcasting. Wyatt said that "antics that start affecting a station's jocks or management" are especially debilitating, because listeners quickly detect any signs of internal discomfort or lack of confidence at a station.

Wyatt insists that, in the heat of battle, anything short of a felony is fair game to make a radio property succeed. Still, moderation is the key, he said. "Situations do exist where less than ethical actions are good tactical moves, but there also are times when you have to have the maturity to understand you really don't need to employ these tactics to get things done." Wyatt said radio probably is not much different from other major industries in the use of "less than ethical tactics," but he insisted radio employs them in a different fashion.

"We don't take kick-backs like they might in other industries, but those guys don't call up a company president's wife and suggest her husband is having affairs all over town," Wyatt said, adding that while the public may voice righteous furor at allegedly questionable behavior in the oil or auto industries, "they sort of expect a radio station to send a horse's head to someone," he said. He admits that such antics are "gross and insulting," but he is quick to explain that "this is the radio business, which is perceived to be made up of a bunch of adults who don't want to grow up. Therefore, while these things might not be appreciated, they're sort of expected."

Randy Michaels, executive vice president of Cincinnati-based Jacor, who has been involved in a well-publicized pro-

help of Fox O&O KDAF(TV). But Spangler said the focus on the Chicago operation has mandated that those be put "on the back burner for now." KDAF does not have a newscast, nor has it set a launch date for one, said Gayle Brammer, VP and general manager, who said the station has had only "cursory conversations with TCI." –SDM

CABLE RATES RISING FASTER THAN PERCEIVED VALUE

CTAM study finds customer perception of value of cable service has not kept pace with rapidly rising rates over past few years

The increase in cable rates over the past few years has exceeded many cable subscribers' perceived value for their service, according to a new "attitudes and usage study" commissioned by the Cable Television Administration & Marketing Society and released last week at a CTAM marketing conference in Scottsdale, Ariz.

"The major reason for dissatisfaction is price value," said Margaret Combs, president and chief operating officer of CTAM. "The major reason for disconnection is price value...The overwhelming reason that we've lost customers is because of a negative price/value perception," she said.

"By raising rates so very rapidly over the last three years, we didn't effectively raise the perception of the value as rapidly as we raised the rates and that's the strong issue out of the A&U study," Combs said.

The study, of 2,000 present, former and non-subscribers, surprisingly found that former and present pay subscribers do not have as much of a gap in the price/value relationship. And a sizable number of formers (17%) said they would come back in the three years, the study found, including 23% of former pay subscribers.

Combs said the report does not mean cable has stopped growing. (Indeed, Combs said the third-quarter numbers from the CTAM database showed improvement over the rocky second quarter. "We all felt much better," she said.) But cable "is going to have to be more aggressive and innovative because the same old offers don't work anymore," she said.

The answers to what the industry can do to improve that price value relationship, Combs said, will come from the segmentation portion of the study, which is still being tabulated. "With each person, value is hinging on something different," said Combs. The segmentation study, to be completed in 30 days, will break down the study's participants into high, medium and low level users of television. Further breakdowns by present, former and non-subscribers, said Combs, will give a better idea what cable companies can do to improve a particular subscriber's perceived value

FOURTH QUARTER CABLE NETWORK RATINGS: 1990 VS. 1989

	Prime Time				*Full Day*			
Network	*4Q 1990 Rating*	*HH*	*4Q 1989 Rating*	*HH*	*4Q 1990 Rating*	*HH*	*4Q 1989 Rating*	*HH*
ESPN	2.5*	1,430,000	2.7	1,460,000	0.9*	510,000	0.9	508,000
WTBS	2.3	1,262,000	2.6	1,351,000	1.5	842,000	1.7	893,000
USA	2.2	1,211,000	2.2	1,091,000	1.2	651,000	1.1	571,000
TNT	1.9	961,000	1.4	484,000	1.0	509,000	0.9	304,000
Nashville	1.2	600,000	0.9	435,000	0.5	267,000	0.5	217,000
CNN	1.2	675,000	1.2	586,000	0.7	391,000	0.7	335,000
Lifetime	1.1	565,000	0.8	375,000	0.6	308,000	0.5	250,000
Discovery	1.0	529,000	0.8	347,000	0.5	265,000	0.4	200,000
Family	0.8	417,000	0.8	401,000	0.6	309,000	0.6	280,000
Nick at Nite	0.8	427,200	0.9	441,000	0.5	267,000	0.6	294,000
MTV	0.7	371,000	0.7	340,400	0.5	265,000	0.5	243,500
A&E	0.6	299,000	0.6	232,000	0.4	188,000	0.3	133,000
BET	0.6	172,000	0.6	147,000	0.4	119,000	0.4	96,000
HL News	0.3	157,000	0.4	148,000	0.4	153,000	0.4	143,000
VH-1	0.3	117,900	0.3	102,600	0.2	78,600	0.2	68,400
Nickelodeon	—	—	—	—	1.0	534,000	1.1	539,000

Notes: * network estimate. All other data supplied by an outside source based on Nielsen Media Research. Ratings are based on the coverage area of each network, not on the entire television universe. USA's prime time is 7-11 p.m.; Family Channel's is 8-10 p.m.; Discovery and Nashville Network's full day is 9 a.m.-3 a.m.; Lifetime's is 7 a.m.-1 a.m.; BET's is 12 p.m.-1 a.m.; Nickelodeon's is 7 a.m.-8 p.m.; Nick at Nite's is 8 p.m.-7 a.m.

Prime time ratings for 15 networks reporting data for the fourth quarter 1990 rose slightly, only 3.4%, over the same period in 1989. The networks earned a combined Nielsen rating of 17.5, up from a 16.9 in the previous year's final quarter.

WTBS(TV) Atlanta had the biggest drop, from a 2.6 to a 2.3, but still managed to edge out competitor USA for the number-two spot. USA had been the number-one network in prime time for the previous two quarters. ESPN pulled into first place, even with ratings down 0.2 from 1989.

The Nashville Network, Lifetime, Discovery and TNT were the only networks to show gains, with two-year-old TNT posting the largest ratings rise, from a 1.4 to a 1.9.

For the full day, the 16 reporting networks showed essentially no gain over 1989. Combined they earned a 10.9 rating in fourth quarter 1990 and a 10.8 in 1989.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WKSG(FM) Mount Clemens, Mich. ■ Sold by Ragan Henry to Major Broadcasting for $8.65 million cash at closing (''Closed Circuit'' Jan. 7, 1991). Station was bought in 1988 for $6.75 million (''Changing Hands'' Nov. 23, 1987). **Seller,** Ragan Henry, through various licensees, has interests in WXLE(FM) Johnstown and WAKR(AM)-WONE-FM Akron, all Ohio; WDIA(AM)-WHRK(FM) Memphis; WQOK(FM) Raleigh, N.C.; WBSK(AM)-WOWI(FM) Norfolk, Va.; KJOI(FM) Conroe and KGLF-FM Freeport, both Texas; WCMC(AM)-WZXL(FM) Wildwood, N.J.; WCOS-AM-FM Columbia, S.C.; KDIA(AM) San Francisco; WWIN-AM-FM Baltimore; KDIZ(AM) Independence, Mo., and WRAW(AM)-WRFY-FM Reading, Pa. **Buyer** is headed by brothers Thad, John, Luke and Charles Allen and has no other broadcast interests. WKSG has oldies format on 102.7 mhz with 50 kw and antenna 499 feet above average terrain. Broker: Kalil & Co. Inc.

KWSS(FM) Gilroy, Calif. ■ Sold by Shamrock Broadcasting Inc. to KOOL Communications Inc. for $4.5 million cash at closing. Station was swapped for KMGC(FM) Dallas plus $11 million last October (''Changing Hands'' Nov. 5, 1990). **Seller** is headed by Roy E. Disney, Patricia A. Disney, Stanley P. Gold, Bill Clark and James R. Mixon, and is licensee of KABL(AM) Oakland and KABL(FM) San Francisco, both California; KMLE(FM) Chandler, Ariz.; KUDL(FM) Kansas City, Kan.; WHB(AM) Kansas City, Mo.; KXKL-AM-FM Denver; KXRX(FM) Seattle; KXXV(TV) Waco and KZFX(FM) Lake Jackson, both Texas; WFOX(FM) Gainesville, Ga.; WWSW-AM-FM Pittsburgh; WCXI(AM)-WWWW(FM), Detroit, and WTVQ-TV Lexington, Ky. Shamrock is also sole stockholder of licensee of KTAB-TV Abilene, Tex. **Buyer** is headed by Martin W. Loughman and Susan Loughman. Susan Loughman owns 2.7% of common stock of Shamrock Holdings Inc., which owns 100% of common stock of Shamrock Broadcasting Inc. KWSS has CHR format on 94.5 mhz with 1.15 kw and antenna 2,580 feet above average terrain.

WTJS(AM)-WTNV-FM Jackson, Tenn. ■ Sold by Osborn Communications Corp. to American Network Group for $4 million cash at closing. Seller is headed by Frank D. Osborn, Barry Wolper, Ellen S. Fader, Mark Hubbard and Matthew O'Connell, and is licensee of WJSU-TV Anniston, Ala.; WIOI-FM Brunswick, Ga.; WNDR(AM)-WNTQ(FM) Syracuse, N.Y., WAZO(FM) Tarboro, N.C.; WAZU(FM) Dayton, Ohio; WWVA(AM)-WOVK(FM) Wheeling, W.V. **Buyer** is headed by Bob Williams and owns WPTM(AM)-WGSQ(FM) Cookeville, Tenn., along with three state radio networks and radio broadcast rights to collegiate sports at four universities. WTJS has Big Band format on 1390 khz with 5 kw day and 1 kw night. WTNV has progressive country format on 104.1 mhz with 100 kw and antenna 655 feet above average terrain. Broker: Robert A. Chaisson Inc.

KMLM(TV) Odessa, Tex. ■ Sold by National Minority TV [illegible] to Prime Time Christian Broadcasting [illegible] for $650,000 by promissory note. **Seller** is headed by Paul F. Crouch, Phillip Aguilar, P. Jane Duff and Matthew Crouch. Paul and Mathew Crouch have interests in Trinity Broadcasting Network, licensee of KTBN-TV Santa Ana, Calif.; WLXI(TV) Greensboro, N.C.; WDLI(TV) Canton, Ohio; KGHO-AM-FM Hoquiam, Wash. They also have interests, through various licensees, in seven other commercial TV's. In addition, Paul Crouch and Duff have interests in 4 educational TV's in Texas and Florida. **Buyer** is headed by Albert O. Cooper, Tommie J. Cooper and Henry C. Wunsch, and is licensee of KRPV(TV) Roswell, N.M., and translators K45BX Buck Mountain, K46CL Maljamar, K63CK Carlsbad, K66DO Floyd and K18DK (CP) Hobbs, all New Mexico. KMLM is on ch. 42 with 5,000 kw visual, 500 kw aural and antenna 476 feet above average terrain.

WVSN(TV) Humacao, P.R. ■ Sold by Bocanegra Girald Broadcasting Group to Tito

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$0** □ **0**
FM's □ **$13,615,400** □ **7**
AM-FM's □ **$4,300,000** □ **2**
TV's □ **$1,235,000** □ **3**
Total □ **$19,150,400** □ **12**

Year to Date:
AM's □ **$0** □ **0**
FM's □ **$25,800,400** □ **11**
AM-FM's □ **$7,600,000** □ **5**
TV's □ **$1,235,000** □ **3**
Total □ **$34,635,400** □ **19**

For 1989 total see Feb. 5, 1990 BROADCASTING.

CLOSED!

The sale of KQEO/KMGA (FM), Albuquerque, New Mexico from Penn Communications Corp., to SpaceCom, Inc., for $1,317,500 has closed.

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As compiled by BROADCASTING from Jan 3 through Jan. 9 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours.; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Actions

■ **WJHO(AM) Opelika, AL** (BAL901113EA; 1400 khz; 1 kw-U)—Granted app. of assignment of license from Opelika-Auburn Broadcasting Co. Inc. to Sun Broadcasting Co. Inc. for $50,000. Seller is headed by John E. Smollon; Helen Ferguson Zachry and Miles Ferguson Jr., brother and sister; Thomas D. Samford III, William Samford and Aileen Samford Wapole, brothers and sister, and Yetta G. Samford and C. C. Torbert, and have no other broadcast interests. Buyer is headed by John W. Rice (50%) and Stephen D. Benson (50%), and has no other broadcast interests. Action Dec. 27.

■ **KTAA(FM) Kerman, CA** (BAPH901029GM; 94.3 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of CP from Barnard Broadcasting Ltd. to Barnard Broadcasting Ltd. for no cash consideration in ownership reorganization. Barnard is headed by Bacilio Maciel (33 1/3%), Richard M. Barnard (33 1/3%) and Barbara Barnard (33 1/3%—Maciel had controlling interest, will become 1/3 general partner along with Barnards), and nine limited partners, and has no other broadcast interests. Action Dec. 24.

■ **KCIN(AM) Victorville and KATJ-FM George, both California** (AM: BAL901030EA; 1590 khz; 500 w-D, 135 w-N; FM: BAPH901030GJ; 100.7 mhz; 850 w; ant. 1,548 ft.)—Granted app. of assignment of CP from Crown Broadcasting Services to Island Broadcasting Corp. for $1.575 million. Seller is headed by Sidney King and Mattie Brown, and has no other broadcast interests. Buyer is headed by Scott A. Brody and Richard L. Sadowsky. Sadowsky has interests in Eagle Communications Inc., licensee of KECI-TV Missoula, KCFW-TV Kalispell and KTVM-TV Butte, all Montana, and TV translators in Montana and Idaho which rebroadcast signals of Eagle stations. Sadowsky is also assistant secretary of Precht Communications Inc., parent company of Eagle and Precht Television Associates Inc., licensee of KIEM-TV Eureka, CA, and TV translators serving small communities in California which rebroadcast signals of KIEM. Action Dec. 21.

■ **WCNU(AM) Crestview, FL** (BAL901102EF; 1010 khz; 10 kw-D, 84 w-N)—Granted app. of assignment of license from Gulf Shores Broadcasting Co. to Ashley Norman Davis Jr. for $150,000. Seller is headed by Jerry W. Milligan Sr., Carroll D. Caldwell and Janice A. Milligan, and have no other broadcast interests. Buyer owns LPTV W24AM Defuniak Springs, FL and CP for LPTV ch. 14 Luverne, AL. Action Dec. 26.

■ **KGGF(AM)-KQQF(FM) Coffeyville, Kansas** (AM: BAL901030EI; 690 khz; 10 kw-D, 5 kw-N; FM: BAPH901031EJ; 92.1 mhz; 3 kw; ant. 300 ft.)—Granted app. of assignment of CP from The Midwest Broadcasting Co. Inc. to KGGF-KQQF Inc. for $750,000. Seller is headed by Richard M. Seaton; Gladys Seaton and Donald D. Seaton, her son; Monica M. Seaton and Johanna C. Epp, daughters of Gladys Seaton; Edward L. Seaton, son of Richard, and Robert L. Pratt and Robert A. Cline. Richard, Gladys, Donald and Monica Seaton have interests in Nebraska Broadcasting Co. Inc., licensee of KHAS(AM) Hastings, NE; Manhattan Broadcasting Co. Inc., licensee of KMAN(AM)-KMKF(FM) Manhattan, KS; Nebraska Television Corporation of Hastings, licensee of KHAS-TV Hastings, NE; Nebraska Television Corporation of Manhattan, which has controlling interest in South Plains Broadcasting Co. Inc., licensee of KFYO(AM)-KZII-FM Lubbock, TX. Edward Seaton has interests in Manhattan Broadcasting and Nebraska Television. Pratt has interest in South Plains Broadcasting. Buyer is headed by John B. Mahaffey, Robert B. Mahaffey, Fredna B. Mahaffey, Robert A. Cline and Catherine H.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,984	242	5,226
Commercial FM	4,372	929	5,301
Educational FM	1,438	298	1,736
Total Radio	10,794	1,469	12,263
Commercial VHF TV	552	18	570
Commercial UHF TV	563	184	747
Educational VHF TV	125	3	128
Educational UHF TV	229	16	245
■ Total TV	1,469	221	1,690
VHF LPTV	185	165	350
UHF LPTV	594	1,056	1,650
■ Total LPTV	779	1,221	2,000
FM translators	1,863	318	2,181
VHF translators	2,714	97	2,811
UHF translators	2,248	382	2,630

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.